

2014 Voter Education Campaign Phase II- about \$1.6 million (HAVA)

Please note: Phase II is in the planning stage



- I. Paid Media
 - A. continue to use TV, Radio, Print and Online advertising
 - B. focus outreach on Hispanic voters, African American Voters, rural voters and young voters
 - C. Will likely continue to use the same advertisements as phase I as those were well received and effective
 - D. May use other forms of paid media such as outdoor advertising and direct mail to get the word out
- II. Earned Media
 - A. Secretary Berry will continue to travel the state to promote voter education
 - B. PR efforts to remind people of May 10 and May 27 elections
 - C. we will continue to distribute and promote press releases sent and printed throughout the state
 - D. Op-eds from Secretary Berry and possibly other opinion leaders
 - E. Radio tours where Secretary Steen called radio stations across the state for interviews publicizing the photo ID requirements
 - F. Media releases for all our EIC locations
 - G. outreach and information kits to stakeholders such as faith groups, community groups, elected officials, appropriate opinion leaders
 - H. Special events to help promote VoteTexas resources
- III. Web and Social Media
 - A. frequent photo ID messages and reminders posted to our established VoteTexas twitter and facebook and reweeted through SOS twitter account
 - B. expanded use of Instagram account to compliment other social media activities
 - C. Continue to update and promote photo ID educational materials on VoteTexas.gov